



Sharing TICO content on Social Media

Sharing TICO content on your social media profiles

Reaching out to your clients through social media is an effective way of keeping them informed and engaged.

Creating content for social media can be hard and time consuming. It's difficult to find the right image, develop copy, add logos, and figure out whether your messages are setting the right tone.

We developed an easy way for you to share TICO's consumer content on your own (business) social media profiles. All you need to do is follow our easy guides for Facebook, Twitter and Instagram.

Do you follow and "like" TICO on social media? If not, we encourage you to visit our [Facebook](#), [Twitter](#) and [Instagram](#) profiles and familiarize yourself with our content. We speak to consumers and to registrants with posts that are timely and informative. Get to know us, then share us!



Sharing on Facebook

Sharing on Facebook

1. Find the post you wish to share on TICCO's Facebook Page.
(<https://www.facebook.com/ticontario>)

Post:



Sharing on Facebook

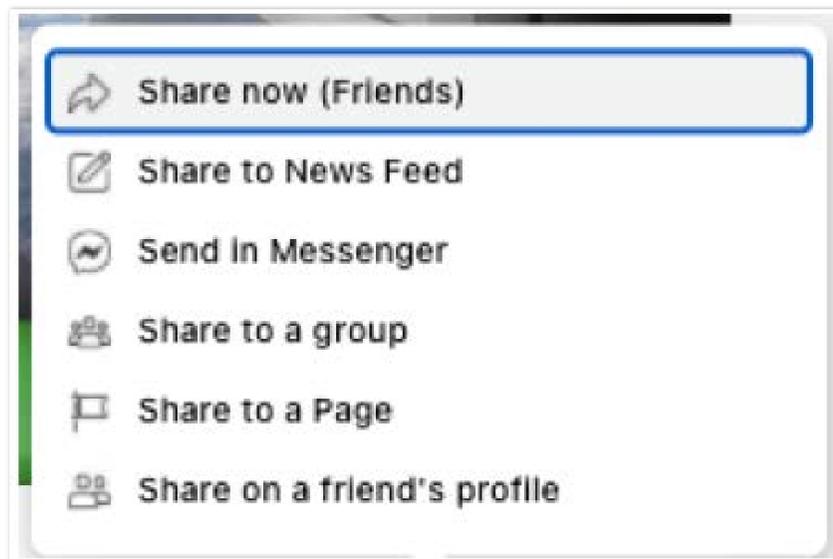
2. Click on the 'Share' Button in the bottom right corner of the Facebook post you want to share.



← Share Button

Sharing on Facebook

3. When you click on the Share Button, the following pop-up box will open, offering 6 methods for sharing.



Share now (Friends): The post will be shared to your *personal* Facebook News Feed and timeline with your current privacy settings.

Share to News Feed: This allows you to customize the post adding a description before you share it.

Send in Messenger: Choose the specific friend or friends you want to share this message with, and click send to deliver the private message directly to them ONLY.

Share to a (public or private) group: Type the group name and add a description, then click Post. This will post this content to the group FB page, where it's visible to group members.

Share to a Page: You can only share to a Page you manage. If you are set up as an editor, or admin of your company Facebook page, you can select it as a target, by clicking the dropdown menu to select the Page. Then click Post.

Share on a Friend's Profile: Type your friend's name, then click Post.



Sharing on Facebook



When things go wrong, it's often because of the smallest detail. On Facebook, it's most often this one.

When sharing, it's best to click the little photo, and ensure the logo matches the page you want to share too.

Choose who you are engaging as.



Re-tweeting on Twitter

Re-tweeting on Twitter

1. Find the post you want to share on TICO's Twitter Page.
(<https://twitter.com/TICOntario>)

Post:



Re-tweeting on Twitter

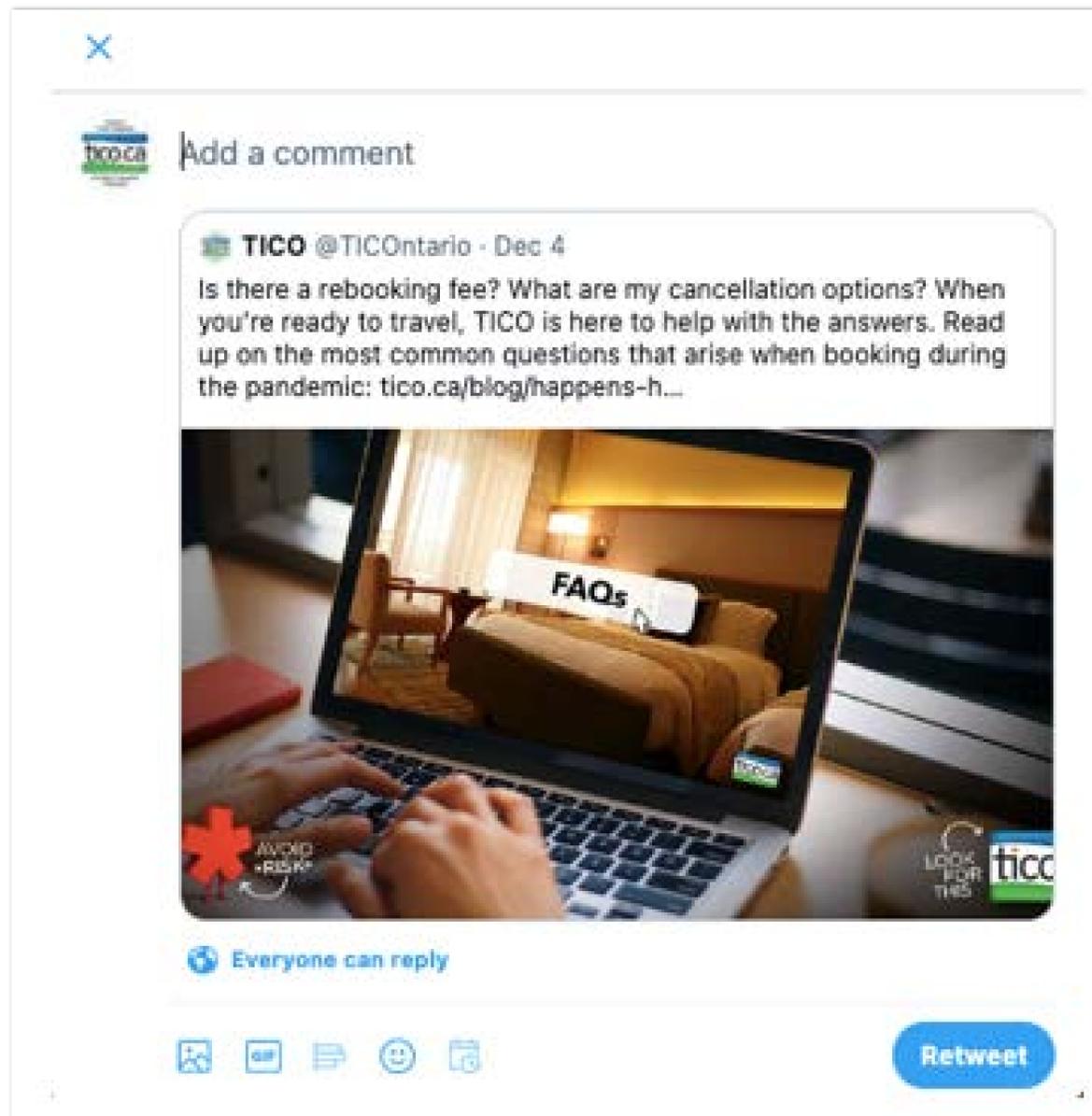
2. Click on the re-tweet button on the post you wish to reshape on your Twitter Page.



Re-Tweet Button

Re-tweeting on Twitter

3. When you click on 'Re-tweet', this pop-up box will appear where you can also add a comment on the post prior to re-tweeting.



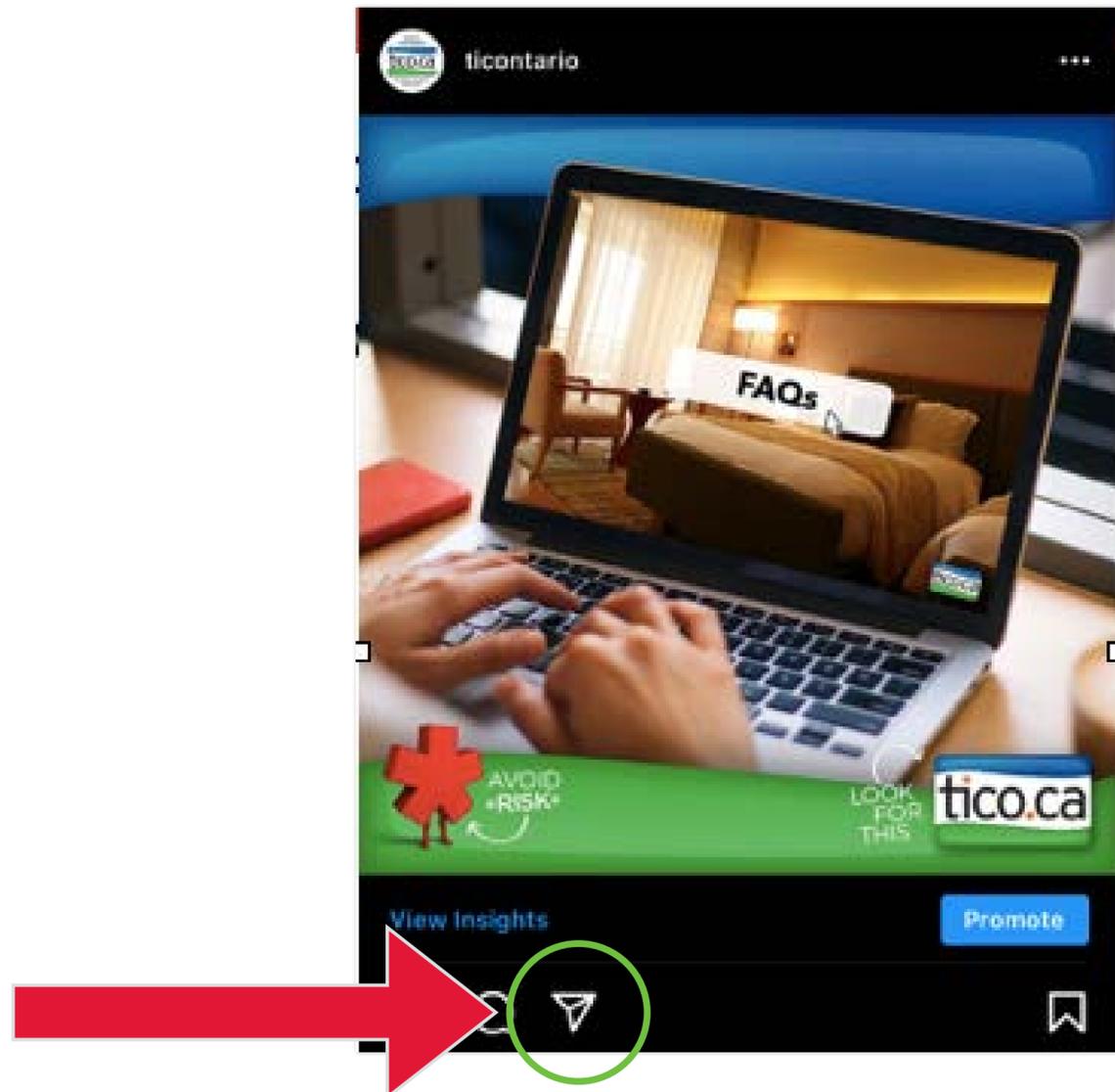
← Add a comment to the post that you are re-tweeting.



Resharing on Instagram

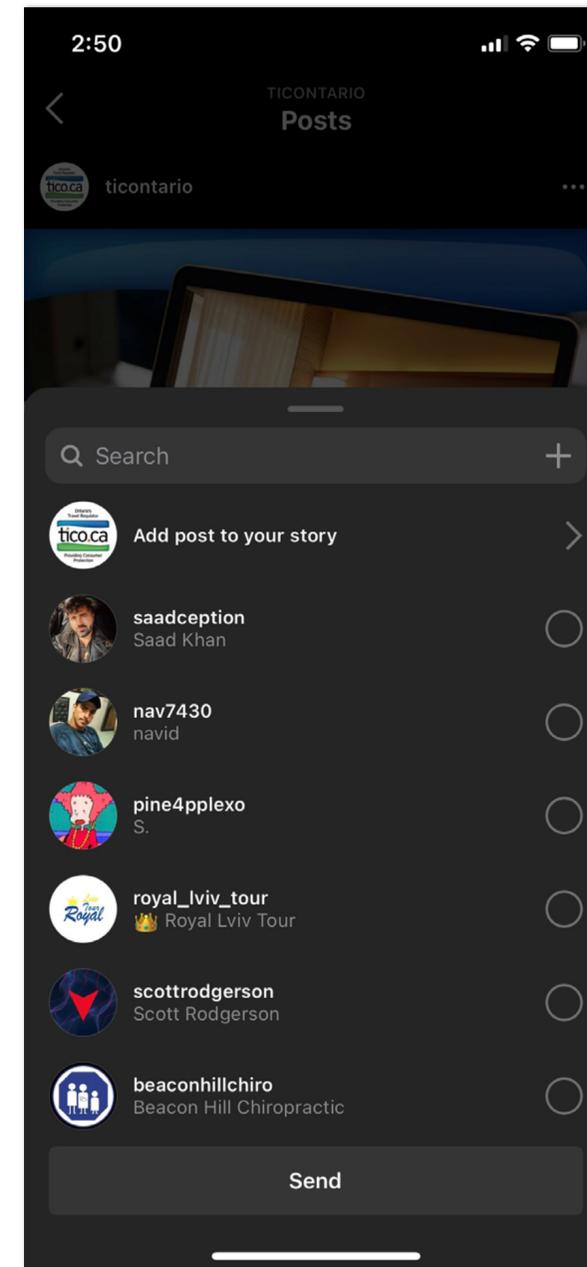
Resharing on Instagram Story

1. Find the post that you want to share to your Instagram Story on TICO's Instagram Page.
2. Once you find the post, click on the 'Send' button.



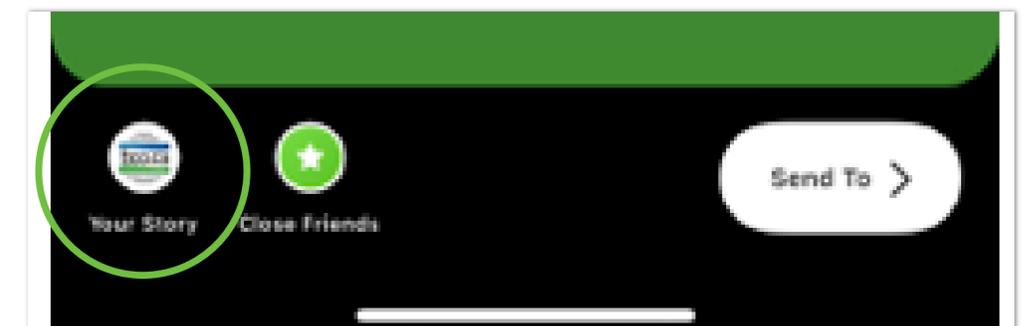
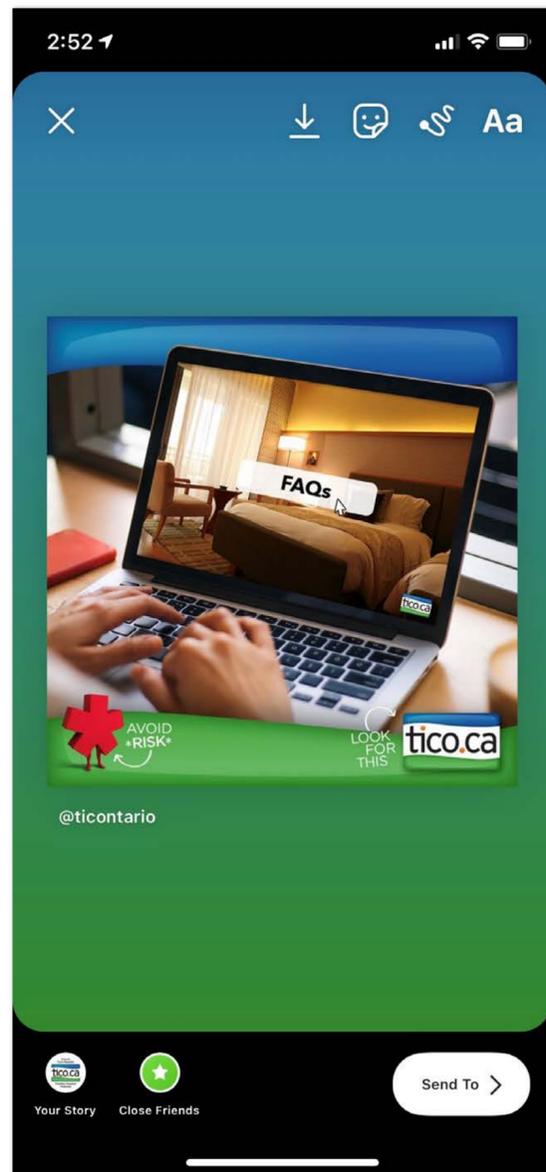
Resharing on Instagram Story

3. Once you click the 'Send' button, you will see this pop-up box, where you click 'Add post to your story'.



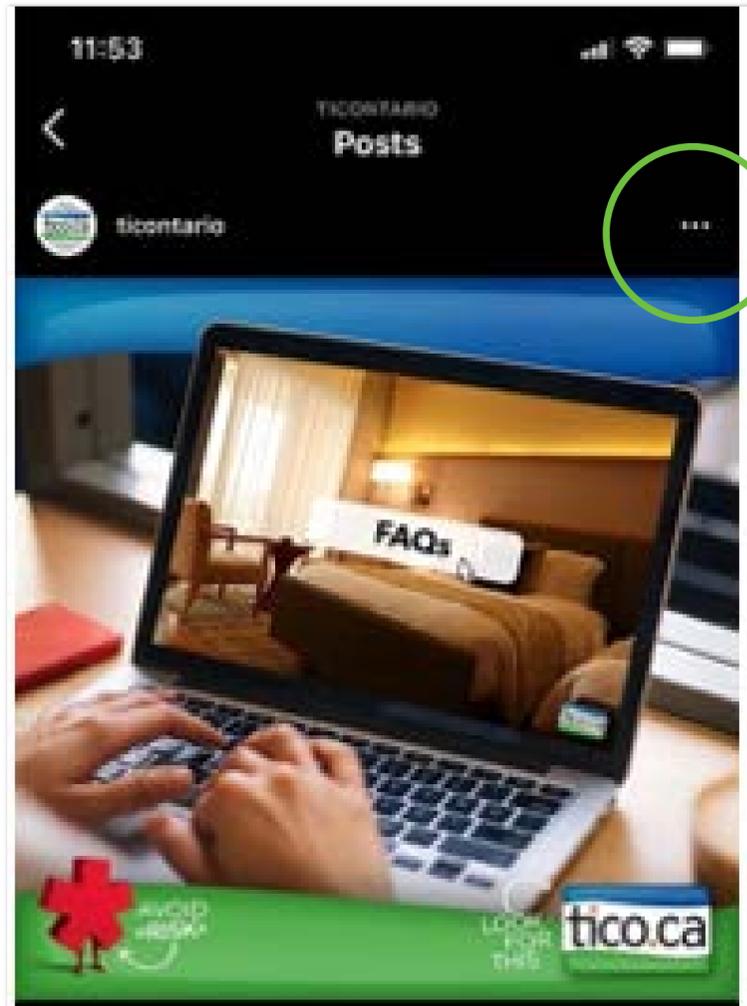
Resharing on Instagram Story

4. Once you click 'Add post to your story', you will reach this page, where you can edit, add texts or stickers, etc. to the story.
5. Once story is ready, click 'Your Story' in the bottom left corner.



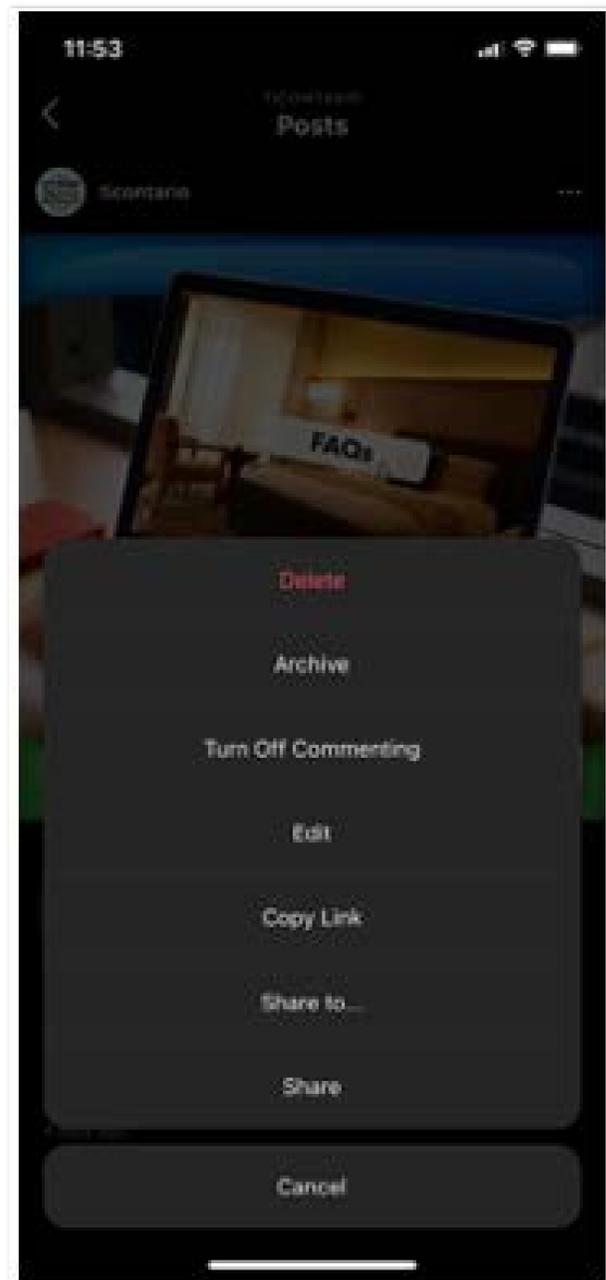
Resharing on Instagram

1. Download the Repost App from your App Store. (<http://repostapp.com/>)
2. Open your regular Instagram App.
3. Find the post you want to re-post on TICO's Instagram Page and tap the three dots in the upper right hand corner. (<https://www.instagram.com/ticontario/?hl=en>)



Resharing on Instagram

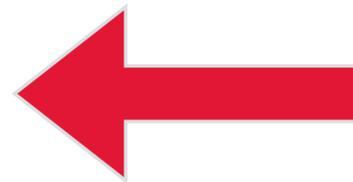
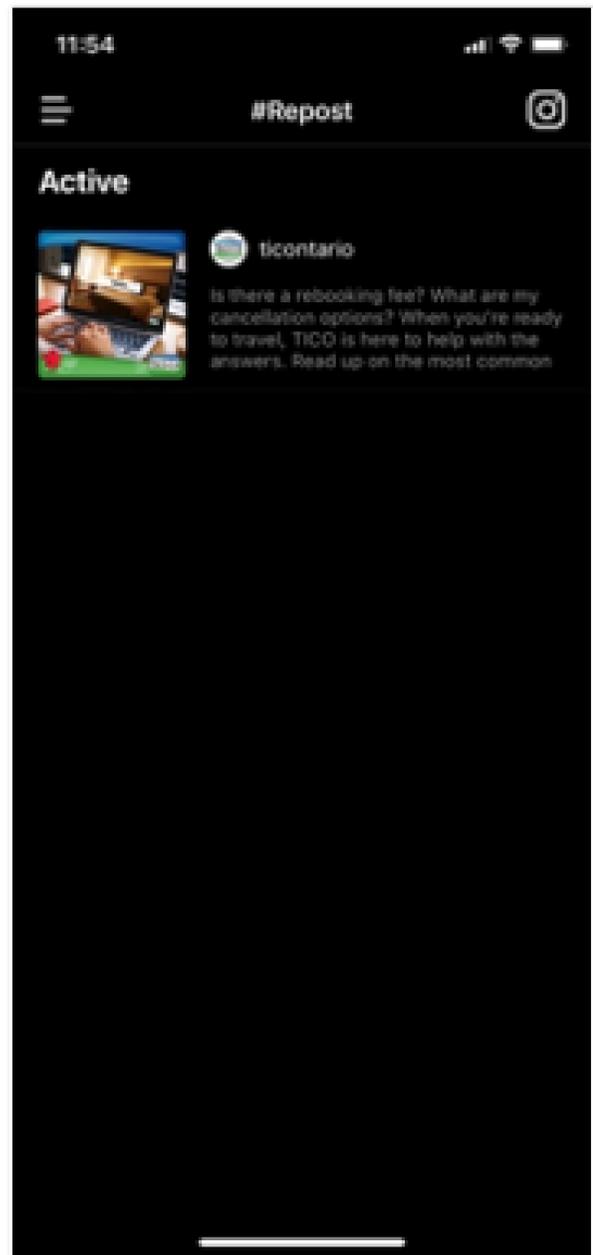
4. Select 'Copy Link' and you'll see a copy confirmation.



← Copy Confirmation

Resharing on Instagram

5. Open the Repost App. The post for the URL you copied will be in there. Select it.



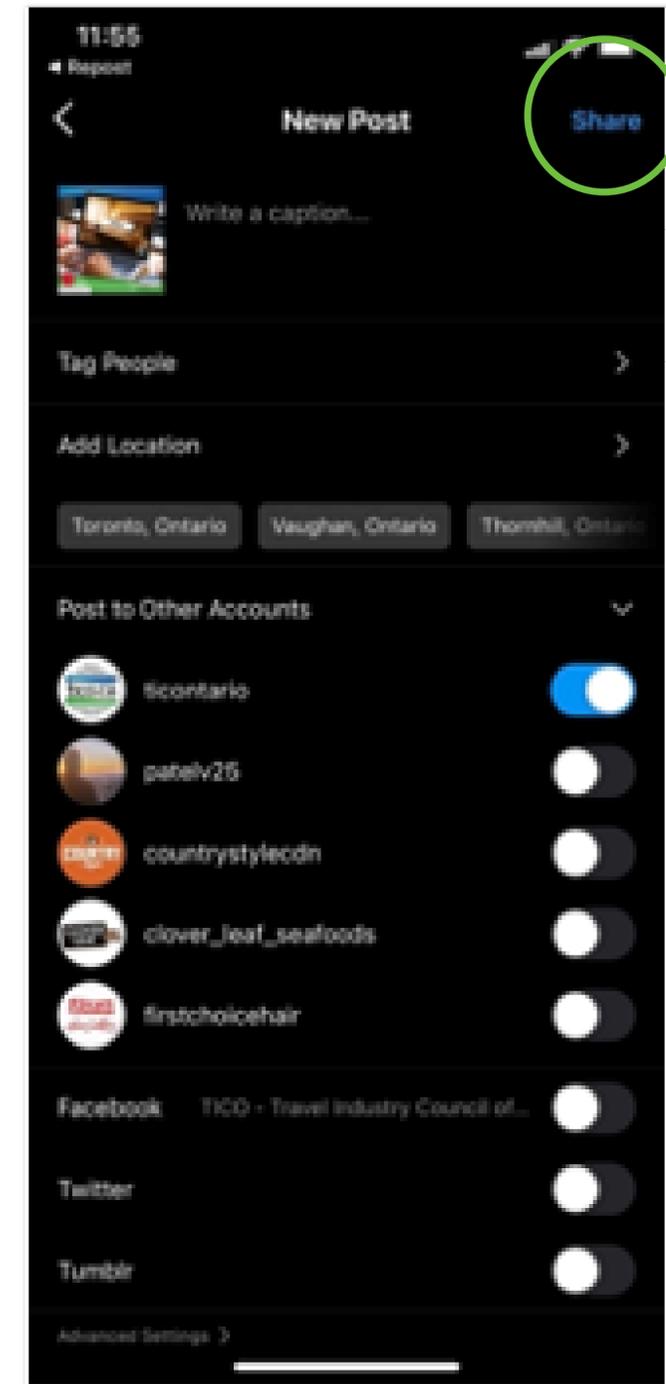
Resharing on Instagram

6. Select the position and colour for the shoutout. Here you are giving credit to the person that originally posted the content. Then click 'Repost', which will redirect you back to your regular Instagram, where you can reshare to your feed by clicking 'Feed'.



Resharing on Instagram

7. Once you click 'Feed', you will be directed to post on Instagram as usual, where you can edit the original image, paste the caption, tag any users, and reshare.



Paste caption
Tag users